

# **RJ REYNOLDS**

TOBACCO COMPANY

*Mailed*  
*1/23/97*  
J. Campbell  
Promotional Coordinator

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-4179  
Fax (716) 634-3145

January 23, 1997

**\* \* RESPONSE REQUIRED BY 2/3/97 \* \***

TO DIVISION SALES PERSONNEL

**DORAL B2GF LIGHTER / APRIL PROMOTION #700050**

The attached listing shows allocated number of Displays to be shipped to your retail accounts. Number of Displays has been determined based upon the *RJR Model* - not VAP participation. However, in most cases, if a retail account has been allocated displays, but is not signed up on VAP, promotion delivery becomes impossible.

Therefore, it is necessary to review your Assignment, make adjustments as necessary and return to my attention no later than 2/3/97.

**EXPLANATION OF 'WORKPLAN PROMOTION WORKSHEET'**

1. The number of displays to be shipped to retail is indicated under the '*Plan Sug SKUs*' Column; obviously, a '0' indicates no displays have been allocated to that account.
2. The '*Revised Plan SKUs*' Column shows the same number of displays as the '*Plan Sug SKUs*' Column as no revisions have been made to these lists to date.
3. The '*VAP Wholesaler*' Column shows the name of the VAP wholesale distributor; if blank, the account is not signed up on our VAP Program.
4. An additional **25 SKUs (Displays)** have been allocated to each Sales Rep Assignment due to residual amounts. These additional SKUs should be utilized to heavy-up at retail around PM Exclusive and/or RJR Lock-Out locations.

51845 5699

**MAKING REVISIONS:**

1. Where no VAP Wholesaler exists, either sign up that account on VAP if possible, or 'O' out displays and reallocate display(s) to another appropriate account.
2. Indicate new VAP wholesaler name in the '**VAP Wholesaler**' Column.
3. Indicate changed SKU quantities on line next to '**Revised Plan SKUs** \_\_\_\_\_'.
4. *Ensure that after all changes have been made, the number of displays matches the Total Number of Displays indicated on the last page of your Assignment Worksheet (this number includes residual amount of 25 SKUs).*

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: S. MacLeod  
Division Managers

**NOTE:** EVERY ATTEMPT SHOULD BE MADE TO "**HONOR THY MODEL**"! THE PURPOSE OF PROVIDING YOU THE OPPORTUNITY TO REVIEW AND MAKE CHANGES IS THAT WE REALIZE THE **MODEL IS NOT 100% ACCURATE**. IN SOME ASSIGNMENTS, CHANGES WILL OCCUR, WHILE IN OTHERS THERE MAY BE NO CHANGES. THE POINT IS THAT ADJUSTMENTS SHOULD BE FEW AND WE SHOULD **NOT** BE MAKING MASSIVE CHANGES TO THE PLAN DESIGNATED RETAIL QUANTITIES!!

51845 5700